



Foreign Agricultural Service

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# **China, Peoples Republic of**

## **ATO ACTIVITIES reports**

### **China Fishery & Seafood Expo Evaluation**

### **2002**

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#### **Report Highlights:**

**The 7<sup>th</sup> China Fishery Show was held Oct. 29 - 31, 2002 in Qingdao, with 10 exhibitors in the US Pavilion featuring Alaska salmon, black cod, snow, king and Dungeness crabs, geoduck, squid, and halibut. US companies outside the US Pavilion mainly promoted US fishery machinery, tools, cultivating technology and media. Approximately 10,000 trade visitors attended the show. ATO Shanghai and AgBeijing staff teamed up to service local and US trade visitors from an on-site information booth provided by the organizer. Preliminary sales of over \$450,000 are expected for the next 12 months.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Shanghai ATO [CH2], CH

Trade Show: China Fishery & Seafood Expo '2002  
Date: October 29 - 31, 2002  
Venue: Shangdong International Convention and Exhibition Center, Qingdao

I. Show Summary:

Number of exhibitors in the US Pavilion: 10

Number of US companies outside the US Pavilion: 9

Types of seafood being promoted by US firms: Alaska salmon, black cod, snow crab, king crab, Dungeness crab, geoduck, squid and , halibut, sardines, oyster, shrimps, etc.

II. Show Highlights:

The 7th China Fishery and Seafood Show was held Oct. 29 - 31, 2002 in Qingdao, with 10 exhibitors in the US Pavilion. US companies outside the US Pavilion mainly promoted US fishery machinery, tools, cultivating technology, and media. ATO Staff estimate 10,000 trade visitors attended the show. ATO Shanghai and Ag Beijing staff teamed up to service local and US trade visitors and exhibitors from an on-site gratis information booth. Preliminary sales of over \$450,000 are expected for the next 12 months.

The organizers are planning to move this show, China's largest international seafood trade show, to Shanghai next year.

III. Show Problems:

This year the number of visitors to the show was only about 70% of last year. Some traditional players have withdrawn from the seafood business and few new players, both Chinese and international, have come into the sector. In part this may be due to China's trade dispute on seafood with the EU. This dispute appears to be resolved, and most Chinese companies expect no problems exporting to the EU next year.

In addition to changing venue, next year's show may compete with the China Seafood Exhibition being organized as part of China Food 2003 and CRC 2003. This show is organized by a partnership between Diversified Business Communications (DBC), Royal Dutch Jaarbeurs China, and Keylong Exhibitions. This new show is scheduled to run from August 26-29 in Shanghai's Intex Exhibition center. While the new China Seafood Exhibition may potentially divert some U.S. exhibitors from next year's China Fishery & Seafood Expo, tariff reduction-stimulated growth of the country's larger import market is expected to offset potentially diffused exhibitor attention.